

May
2019

New York City Health Opinion Poll (NYC HOP) Topline Reports

Findings from HOP1

Field dates from April 16 to May 13, 2019

Bureau of Epidemiology Services
Department of Health and Mental Hygiene



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Summary of Key Findings

- Among Health Opinion Poll (HOP) respondents, 43% had ever heard of Narcan/naloxone. While nearly half (49.1%) of respondents knew that naloxone reverses an opioid overdose, 14.3% knew that it can *only* reverse an opioid overdose, and not treat a heart attack, reverse a cocaine overdose, or treat an allergic reaction. Less than one-quarter (22.8%) of respondents knew that people do not need a prescription to get naloxone in New York City.
- Nearly one-third of respondents (32.7%) remembered seeing advertisements about the use of naloxone. Among those, 73.4% said they had seen the ads in a subway station or on a train, 48.9% had seen them in bus shelters or on a bus, and 41.6% had seen them in the local newspaper.
- Approximately two-thirds of respondents (67.3%) knew that addiction to heroin, prescription painkillers, or other opioids can be treated with medications. While over half of respondents (55.7%) knew that methadone can be used to treat opioid addiction, 27.4% knew that naltrexone/Vivitrol can be used and 22.3% knew that buprenorphine/Suboxone can be used to treat opioid addiction.
- Among the 16.2% of respondents who said they did not get mental health treatment when they needed it in the past 12 months, the most common reason was that they thought they could handle the problem without treatment (66.9%). Other common reasons were that they were embarrassed or didn't want others to find out (55.6%), they were concerned that others would have a negative opinion of them or think of them differently (50.4%), they did not think they could afford the cost (50.2%), and they did not know where to go to get services or how to access them (49.4%).
- Approximately 39% of respondents were aware that in New York State, health insurance plans have to follow the same rules about copays, deductibles, and visit limits for mental health and substance use benefits as they do for other medical benefits.
- With regard to stigma and mental illness, 66.9% of respondents said they would be very comfortable or comfortable having a conversation with someone who has a mental illness, 61.1% would be comfortable maintaining a close friendship with someone who has a mental illness, 55.1% would be comfortable working with someone who has a mental illness, and 52.4% would be comfortable living next door to someone who has a mental illness.
- In contrast, 35.4% would be comfortable with a person with a mental illness working in their child's school, 34.5% would be comfortable dating someone with a mental

illness, and 32.2% would be comfortable with their child marrying someone who has a mental illness.

- Over three-quarters (77.0%) of respondents strongly disagreed or disagreed that having a mental illness is a sign of personal failure, 70.6% disagreed that they think less of a person who has a mental illness, and 50.0% disagreed that a person with mental illness is less trustworthy than the average person. Thirty-six percent disagreed that people with mental illnesses are more dangerous or violent than the average person.
- Twenty-nine percent of respondents were very confident and 42.9% were somewhat confident that they knew where to go for professional help if a friend needed help with a mental health problem.
- If they had a problem with their mental health, 33.4% of respondents said they would most likely go first to a mental health professional, 26.0% would go to their primary care doctor, and 24.7% would go to a family member or friend.
- Over one-third of respondents (38.0%) were aware of a free, confidential mental health support program called NYC Well. After a description of the NYC Well program was provided, most (79.5%) said they would be likely or somewhat likely to contact NYC Well if they knew a child or teenager who needed help with a mental health problem.

Methodology

The *Health Opinion Poll (HOP)* was designed by researchers at the New York City (NYC) Department of Health and Mental Hygiene (DOHMH), Bureau of Epidemiology Services. The purpose of this quarterly poll is to assess: 1) New Yorkers' awareness, acceptance, and use (or barriers to use) of DOHMH programs, 2) their knowledge, opinions, and attitudes about health, health care, and health-related policies and 3) their opinions about public events as they are related to health.

The first wave of polling, HOP1, was conducted online by EMI Research Solutions, under the direction of OnCall and Public Health Solutions, on behalf of DOHMH from April 16 – May 13, 2019 among a sample of 1197 English- and Spanish-speaking adults aged 18 and above who live in NYC. Participants were sampled from five opt-in (non-probability based) online panels from across NYC. The five panels were selected to recruit from a variety of demographic, socioeconomic, attitudinal, and behavioral characteristics. People without internet access could not be included. There was a participation rate of 1.9%, where participation rates are defined as “the number of respondents who have provided a usable response divided by the total number of initial personal invitations requesting participation,”¹ and are calculated using the American Association for Public Opinion Research (AAPOR) [response rate calculator](#).

Questionnaires were self-administered online and took 15.3 minutes to complete on average. Survey respondents were incentivized for their time with cash or a cash equivalent of approximately \$1.50 - \$2.50. The survey included two questions to assess whether respondents were paying attention. They were excluded from completing the survey if they did not correctly answer the first question; they were retained even if they did not correctly answer the second question. All respondents correctly answered both the first and second questions. Respondents were excluded if the total time spent answering the survey was less than 225 seconds.

To enhance the representativeness of the sample, the poll was fielded using the following minimum quotas (based on US Census Bureau's 2013-2017 American Community Survey (ACS) 5-year survey data): gender (46% male and 51% female); age (11% 18-24 years, 24% 25-34 years, 34% 35-54 years, 14% 55-64 years, and 17% 65 years and above); race (32% non-Hispanic White, 22% non-Hispanic Black, 29% Latino, 13% non-Hispanic Asian or Pacific Islander, and a maximum of 6% identifying as more than one race or “other”); and borough (19% Manhattan, 17% the Bronx, 31% Brooklyn, 27% Queens, and 6% Staten Island). The final dataset was weighted using an iterative proportional fitting procedure, or “raking,” to balance the sample demographics of respondents to estimates for the NYC population data from US Census Bureau's 2013-2017 ACS data on borough by age by sex, borough by

¹ Baker R, Brick MJ, Bates NA, Battaglia M, Couper P, Dever JA, Gile KJ, Tourangeau R. 2013. Summary Report of the AAPOR Task Force on Non-probability Sampling, *Journal of Survey Statistics and Methodology* 1(2):90-143.

race/ethnicity, and borough by education. The sample had a far smaller percent of respondents who did not complete 12th grade than the percent of respondents in NYC according to the ACS. Therefore, the control targets for the weights were adjusted upward and thus do not fully reflect the education distribution in NYC. The weighting efficiency with the education adjustment was 74%. Weights ranged from 0.15 to 5.66, however, weights for each individual were capped at 3. Therefore, 14 respondents with weights that were greater than 3 were set to 3.

Weighted demographic characteristics of participants and raw counts are displayed on page 6. All subsequent tables in this report display weighted percentages with “don’t know/refused” responses in the denominator. Because polling questions assessed knowledge, awareness, and attitudes, excluding don’t know/refused responses would otherwise inflate the results. Legitimate skips due to non-applicable questions were excluded from the denominator. Statistical tests were not performed, and these tables do not imply that apparent differences in frequencies among demographic groups are statistically significant. Due to rounding, percentages may not total 100%.

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Sample Demographics

	Raw count	Weighted ^	Weighted %
Age group			
18-24	141	789,000	11.7
25-44	546	2,730,000	40.4
45-64	362	2,079,000	30.7
65+	148	1,168,000	17.3
Race/ethnicity			
White, non-Latino	435	2,299,000	34.0
Black, non-Latino	302	1,491,000	22.0
Latino	312	1,862,000	27.5
Asian/Pacific Islander, non-Latino	114	976,000	14.4
Other, non-Latino	34	139,000	2.1
Sex			
Male	551	3,142,000	46.4
Female	646	3,625,000	53.6
Educational attainment (25+ years)			
Less than high school degree	27	305,000	5.1
High school degree	173	1,295,000	21.7
Some college	285	1,603,000	26.8
College degree or more	571	2,775,000	46.4
Employment status			
Employed	773	4,026,000	59.5
Unemployed	111	659,000	9.7
Not in labor force	313	2,081,000	30.8
Marital status			
Married/partnered	466	2,561,000	37.8
Separated/divorced/widowed	164	1,129,000	16.7
Never married	567	3,077,000	45.5
Borough			
The Bronx	238	1,103,000	16.3
Brooklyn	330	2,035,000	30.1
Manhattan	271	1,419,000	21.0
Queens	279	1,836,000	27.1
Staten Island	79	373,000	5.5
Zip code neighborhood poverty ¹			
Low poverty (<10%)	245	1,306,000	19.3
Medium poverty (10 to <20%)	505	2,993,000	44.2
High poverty (20 to <30%)	244	1,364,000	20.2
Very high poverty (30% +)	199	1,078,000	15.9
Household poverty			
<200% of the Federal Poverty Level	383	2,371,000	35.0
≥200% of the Federal Poverty Level	811	4,373,000	64.6

Naloxone Knowledge and Media Campaign Awareness

Question 1.1. Have you ever heard of a medication called naloxone, also called Narcan or Evzio?

	Yes (%)
Overall	42.9
By age group	
18-24	29.2
25-44	51.9
45-64	43.8
65+	29.3
By race/ethnicity	
White, non-Latino	52.4
Black, non-Latino	38.3
Latino	40.1
Asian/Pacific Islander, non-Latino	32.6
Other, non-Latino	43.6
By sex	
Male	42.0
Female	43.6
By educational attainment (25+ years)	
Less than high school degree	34.5
High school degree	33.4
Some college	40.4
College degree or more	53.5
By employment status	
Employed	48.6
Unemployed	30.2
Not in labor force	35.7
By marital status	
Married/partnered	50.6
Separated/divorced/widowed	38.7
Never married	37.9
By borough	
The Bronx	39.1
Brooklyn	45.2
Manhattan	50.8
Queens	32.3
Staten Island	63.6
By zip code neighborhood poverty ¹	
Low poverty (<10%)	43.0
Medium poverty (10 to <20%)	42.8
High poverty (20 to <30%)	46.2
Very high poverty (30% +)	38.0
By household poverty	
<200% of the Federal Poverty Level	31.0
≥200% of the Federal Poverty Level	49.2

Questions 1.2 – 1.5. To the best of your knowledge, what is naloxone used for? Is it used to ...

	% Responding “Yes”			
	Treat a heart attack? [†]	Reverse a heroin, prescription painkiller, or other opioid overdose	Reverse a cocaine overdose?	Treat an allergic reaction? [†]
Overall	5.8	49.1	25.7	10.2
By age group				
18-24		34.3	22.5	
25-44		55.2	30.8	
45-64		52.1	23.8	
65+		39.5	19.3	
By race/ethnicity				
White, non-Latino		56.4	25.2	
Black, non-Latino		42.4	23.6	
Latino		47.4	28.8	
Asian/Pacific Islander, non-Latino		44.5	25.2	
Other, non-Latino		53.2	18.5	
By sex				
Male		47.9	26.8	
Female		50.1	24.7	
By educational attainment (25+ years)				
Less than high school degree		35.5	21.6	
High school degree		39.2	20.5	
Some college		51.1	29.2	
College degree or more		58.2	27.5	
By employment status				
Employed		52.9	28.3	
Unemployed		39.3	16.8	
Not in labor force		44.8	23.6	
By marital status				
Married/partnered		56.1	30.9	
Separated/divorced/widowed		43.7	20.3	
Never married		45.2	23.4	

By borough			
The Bronx		46.0	24.3
Brooklyn		48.3	25.6
Manhattan		57.5	27.7
Queens		41.3	21.1
Staten Island		68.5	45.2
By zip code neighborhood poverty ¹			
Low poverty (<10%)		51.5	24.5
Medium poverty (10 to <20%)		49.3	27.2
High poverty (20 to <30%)		52.8	26.6
Very high poverty (30% +)		40.8	21.7
By household poverty			
<200% of the Federal Poverty Level		39.4	23.0
≥200% of the Federal Poverty Level		54.3	27.3

Summary analysis: 14.3% knew that naloxone can *only* reverse an opioid overdose, and not treat a heart attack, reverse a cocaine overdose, or treat an allergic reaction.

	% Responding to Yes
	Reverses an opioid overdose ONLY (%)
Overall	14.3
By age group	
18-24	5.9
25-44	15.9
45-64	17.4
65+	10.4
By race/ethnicity	
White, non-Latino	17.9
Black, non-Latino	11.7
Latino	13.5
Asian/Pacific Islander, non-Latino	11.9
Other, non-Latino	10.4
By sex	
Male	13.6
Female	14.8
By educational attainment (25+ years)	
Less than high school degree	5.3
High school degree	12.8
Some college	11.3
College degree or more	20.0
By employment status	
Employed	15.7
Unemployed	9.9
Not in labor force	12.8
By marital status	
Married/partnered	16.2
Separated/divorced/widowed	11.1
Never married	13.8
By borough	
The Bronx	14.7
Brooklyn	13.6
Manhattan	17.1
Queens	12.3
Staten Island	15.5
By zip code neighborhood poverty ¹	
Low poverty (<10%)	13.9
Medium poverty (10 to <20%)	14.1
High poverty (20 to <30%)	17.3
Very high poverty (30% +)	11.7
By household poverty	

<200% of the Federal Poverty Level	10.7
≥200% of the Federal Poverty Level	16.3

Question 1.6. Naloxone, also called Narcan or Evzio, is a medication that can reverse an overdose from opioid drugs (for example, heroin or prescription painkillers). As far as you know, do people need a prescription to get naloxone in New York City?

	Yes (%)
Overall	22.8
By age group	
18-24	21.3
25-44	23.2
45-64	26.4
65+	16.5
By race/ethnicity	
White, non-Latino	24.3
Black, non-Latino	23.6
Latino	22.4
Asian/Pacific Islander, non-Latino	17.9
Other, non-Latino	30.4
By sex	
Male	25.0
Female	20.9
By educational attainment (25+ years)	
Less than high school degree	28.7
High school degree	23.2
Some college	19.5
College degree or more	24.3
By employment status	
Employed	23.2
Unemployed	23.2
Not in labor force	21.9
By marital status	
Married/partnered	23.2
Separated/divorced/widowed	14.2
Never married	25.6
By borough	
The Bronx	21.8
Brooklyn	21.9
Manhattan	26.9
Queens	19.4
Staten Island	32.0
By zip code neighborhood poverty ¹	
Low poverty (<10%)	25.3
Medium poverty (10 to <20%)	20.6
High poverty (20 to <30%)	23.6
Very high poverty (30% +)	25.0
By household poverty	
<200% of the Federal Poverty Level	22.1
≥200% of the Federal Poverty Level	22.9

Question 1.7. Do you remember seeing one or more of the following advertisements about the use of naloxone?

	Yes (%)
Overall	32.7
By age group	
18-24	46.6
25-44	45.8
45-64	24.0
65+	8.1
By race/ethnicity	
White, non-Latino	27.7
Black, non-Latino	35.7
Latino	39.0
Asian/Pacific Islander, non-Latino	28.2
Other, non-Latino	29.8
By sex	
Male	36.9
Female	29.0
By educational attainment (25+ years)	
Less than high school degree	23.2
High school degree	29.3
Some college	25.8
College degree or more	35.3
By employment status	
Employed	40.6
Unemployed	26.8
Not in labor force	19.2
By marital status	
Married/partnered	35.1
Separated/divorced/widowed	19.3
Never married	35.5
By borough	
The Bronx	31.8
Brooklyn	35.5
Manhattan	36.1
Queens	28.8
Staten Island	25.9
By zip code neighborhood poverty ¹	
Low poverty (<10%)	20.3
Medium poverty (10 to <20%)	33.6
High poverty (20 to <30%)	39.4
Very high poverty (30% +)	35.5
By household poverty	
<200% of the Federal Poverty Level	32.9
≥200% of the Federal Poverty Level	32.5



Questions 1.8 – 1.15. Where did you see these ads?

Asked among those responding “yes” to Q1.7 [Do you remember seeing one or more of the following advertisements about the use of naloxone?] (n=423).

	Yes (%)
Subway station or on a train	73.4
Bus shelter or on a bus	48.9
Local newspaper (AM New York, Metro)	41.6
Social media (Facebook, Twitter, Instagram)	36.3
LinkNYC	35.4
Small business (deli, bodega)	19.3
Other place	18.6
Staten Island ferry terminal	17.8

Addiction Treatment Knowledge and Media Campaign Awareness

Question 2.1. To the best of your knowledge, can addiction to heroin, prescription painkillers, or other opioids be treated with medications?

	Yes (%)
Overall	67.3
By age group	
18-24	57.8
25-44	70.8
45-64	68.2
65+	63.8
By race/ethnicity	
White, non-Latino	69.3
Black, non-Latino	68.0
Latino	70.9
Asian/Pacific Islander, non-Latino	54.6
Other, non-Latino	65.7
By sex	
Male	74.9
Female	60.7
By educational attainment (25+ years)	
Less than high school degree	67.6
High school degree	66.0
Some college	66.5
College degree or more	71.0
By employment status	
Employed	69.1
Unemployed	65.2
Not in labor force	64.5
By marital status	
Married/partnered	71.9
Separated/divorced/widowed	62.9
Never married	65.0
By borough	
The Bronx	70.7
Brooklyn	63.5
Manhattan	73.4
Queens	65.4
Staten Island	63.9
By zip code neighborhood poverty ¹	
Low poverty (<10%)	68.4
Medium poverty (10 to <20%)	65.0
High poverty (20 to <30%)	70.0
Very high poverty (30% +)	68.0
By household poverty	
<200% of the Federal Poverty Level	60.2
≥200% of the Federal Poverty Level	71.3

Questions 2.2 – 2.5. Do you think the following medications can be used to treat addiction to heroin, prescription painkillers, or other opioids...

	% Responding “Yes”			
	Methadone?	Gabapentin, also called Neurontin?	Buprenorphine, also called Suboxone?	Naltrexone, also called Vivitrol?
Overall	55.7	13.6	22.3	27.4
By age group				
18-24	30.2	14.0	22.0	28.3
25-44	49.1	18.8	29.5	36.2
45-64	63.1	11.7	20.1	21.4
65+	75.2	4.7	9.6	17.1
By race/ethnicity				
White, non-Latino	63.0	12.5	21.9	26.5
Black, non-Latino	57.2	13.8	24.3	32.1
Latino	54.7	15.5	22.9	27.2
Asian/Pacific Islander, non-Latino	36.6	12.3	18.4	25.0
Other, non-Latino	68.2	15.3	26.8	11.7
By sex				
Male	56.2	16.1	26.1	32.1
Female	55.3	11.5	19.0	23.4
By educational attainment (25+ years)				
Less than high school degree	55.8	18.3	15.9	31.5
High school degree	58.9	15.9	21.4	23.9
Some college	58.7	12.6	19.0	26.1
College degree or more	59.8	12.6	25.4	29.1
By employment status				
Employed	53.2	16.2	24.3	31.4
Unemployed	57.7	10.3	23.2	20.4
Not in labor force	59.9	9.8	18.1	21.8
By marital status				
Married/partnered	59.1	14.6	24.6	30.3
Separated/divorced/widowed	65.2	10.8	17.5	21.2
Never married	49.4	13.9	22.1	27.3
By borough				
The Bronx	55.6	16.8	19.5	25.9
Brooklyn	54.6	13.1	22.6	27.3
Manhattan	61.2	15.6	25.3	28.7
Queens	51.1	10.6	19.9	26.6
Staten Island	64.2	14.6	29.8	31.6
By zip code neighborhood poverty ¹				
Low poverty (<10%)	58.1	9.9	20.5	26.6
Medium poverty (10 to <20%)	57.1	14.3	22.0	26.7
High poverty (20 to <30%)	52.6	14.8	25.2	27.8
Very high poverty (30% +)	52.9	15.1	22.2	28.7
By household poverty				
<200% of the Federal Poverty Level	49.6	13.7	21.3	24.6
≥200% of the Federal Poverty Level	58.8	13.7	22.7	29.1

Question 2.6. Do you remember seeing any ads about the use of any medications to treat opioid addiction (for example, heroin or prescription painkillers) in the past 12 months?

	Yes (%)
Overall	34.3
By age group	
18-24	52.3
25-44	45.5
45-64	22.2
65+	17.6
By race/ethnicity	
White, non-Latino	28.2
Black, non-Latino	40.3
Latino	40.9
Asian/Pacific Islander, non-Latino	26.9
Other, non-Latino	36.6
By sex	
Male	37.4
Female	31.6
By educational attainment (25+ years)	
Less than high school degree	24.8
High school degree	31.0
Some college	29.5
College degree or more	34.6
By employment status	
Employed	39.7
Unemployed	28.2
Not in labor force	25.9
By marital status	
Married/partnered	35.2
Separated/divorced/widowed	24.9
Never married	37.0
By borough	
The Bronx	41.8
Brooklyn	31.4
Manhattan	35.3
Queens	32.2
Staten Island	34.6
By zip code neighborhood poverty ¹	
Low poverty (<10%)	30.2
Medium poverty (10 to <20%)	31.7
High poverty (20 to <30%)	38.6
Very high poverty (30% +)	40.7
By household poverty	
<200% of the Federal Poverty Level	35.2
≥200% of the Federal Poverty Level	33.8

Personal Experience with Opioid Misuse

Question 3.1. In the past 12 months have you used heroin or misused prescription painkillers or other opioids?

	Yes (%) π
Overall	6.7

Question 3.2. To the best of your knowledge, in the past 12 months has a close family member or close friend used heroin or misused prescription painkillers or other opioids?

	Yes (%) π
Overall	13.5

Mental Health Treatment: Need, Barriers to Use, and Knowledge of Insurance Coverage

Question 4.1. Was there a time in the past 12 months when you needed treatment for a mental health problem, but did not get it?

	Yes (%)
Overall	16.2
By age group	
18-24	24.0
25-44	25.3
45-64	9.4
65+	1.9
By race/ethnicity	
White, non-Latino	14.9
Black, non-Latino	14.7
Latino	22.1
Asian/Pacific Islander, non-Latino	11.5
Other, non-Latino	7.3
By sex	
Male	15.8
Female	16.6
By educational attainment (25+ years)	
Less than high school degree	20.4
High school degree	14.5
Some college	13.2
College degree or more	16.1
By employment status	
Employed	17.6
Unemployed	22.1
Not in labor force	11.8
By marital status	
Married/partnered	15.6
Separated/divorced/widowed	10.1
Never married	19.0
By borough	
The Bronx	20.6
Brooklyn	14.5
Manhattan	17.6
Queens	15.0
Staten Island	14.2
By zip code neighborhood poverty ¹	
Low poverty (<10%)	12.8
Medium poverty (10 to <20%)	15.0
High poverty (20 to <30%)	17.6
Very high poverty (30% +)	21.7
By household poverty	
<200% of the Federal Poverty Level	18.3
≥200% of the Federal Poverty Level	14.9

Questions 4.2 – 4.11. Did you not get the treatment you thought you might need because:

Asked among those responding “yes” to Q4.1 [Was there a time in the past 12 months when you needed treatment for mental health problem but did not get it?] (n=210).

	Yes (%)
Overall	
You thought you could handle the problem without treatment	66.9
You were embarrassed or didn't want others to find out	55.6
You were concerned that others would have a negative opinion of you or think of you differently	50.4
You didn't think you could afford the cost	50.2
You did not know where to go to get services or how to access them	49.4
You were concerned that you might be committed to a psychiatric hospital or might have to take medicine	48.9
You couldn't find the time	45.4
Your health insurance does not cover any mental health treatment or counseling, or it does not pay enough	41.2
You had no transportation, treatment was too far away, or the hours were not convenient	36.7
You were not able to find mental health treatment or counseling in your preferred language	23.1

Question 4.12. As far as you know, in New York State, do health insurance plans have to follow the same rules about copays, deductibles, and visit limits for mental health and substance use benefits as they do for other medical benefits?

	Yes (%)
Overall	39.3
By age group	
18-24	35.0
25-44	44.5
45-64	36.5
65+	34.7
By race/ethnicity	
White, non-Latino	36.4
Black, non-Latino	41.8
Latino	47.0
Asian/Pacific Islander, non-Latino	30.9
Other, non-Latino	13.5
By sex	
Male	41.2
Female	37.6
By educational attainment (25+ years)	
Less than high school degree	38.2
High school degree	42.1
Some college	36.6
College degree or more	40.8
By employment status	
Employed	42.0
Unemployed	44.8
Not in labor force	32.2
By marital status	
Married/partnered	44.0
Separated/divorced/widowed	34.2
Never married	37.2
By borough	
The Bronx	46.6
Brooklyn	38.9
Manhattan	39.5
Queens	36.2
Staten Island	33.5
By zip code neighborhood poverty ¹	
Low poverty (<10%)	31.5
Medium poverty (10 to <20%)	43.0
High poverty (20 to <30%)	38.0
Very high poverty (30% +)	39.9
By household poverty	
<200% of the Federal Poverty Level	37.9
≥200% of the Federal Poverty Level	40.1

Stigma and Mental Illness

Questions 5.1 – 5.7. In general, how comfortable would you be, personally, with each of the following?

	% Responding “Very Comfortable” or “Comfortable”						
	<i>Having a conversation with someone who has a mental illness</i>	<i>Maintaining a close friendship with someone who has a mental illness</i>	<i>Dating someone with a mental illness</i>	<i>If a person with a mental illness worked in your child’s school</i>	<i>Living next door to someone who has a mental illness</i>	<i>Working with someone who has a mental illness</i>	<i>If your child married someone who has a mental illness</i>
Overall	66.9	61.1	34.5	35.4	52.4	55.1	32.2
By age group							
18-24	72.5	70.2	55.3	49.6	68.1	64.9	52.7
25-44	68.5	62.6	39.6	40.9	54.5	59.3	36.8
45-64	69.3	62.0	32.8	33.4	52.1	54.6	29.4
65+	54.9	49.9	11.6	16.5	37.3	39.7	12.5
By race/ethnicity							
White, non-Latino	70.8	63.4	36.6	39.8	54.1	58.5	33.6
Black, non-Latino	64.9	62.3	31.1	33.3	54.8	56.3	33.1
Latino	64.8	61.1	34.5	34.9	49.3	53.7	32.9
Asian/Pacific Islander, non-Latino	63.5	53.5	35.5	30.5	47.7	47.7	26.8
Other, non-Latino	74.8	64.7	28.9	27.0	69.6	57.3	26.7
By sex							
Male	65.4	59.4	36.6	34.1	51.6	52.5	31.9
Female	68.1	62.6	32.7	36.5	53.0	57.4	32.4
By educational attainment (25+ years)							
Less than high school degree	57.9	52.5	31.3	26.3	45.2	54.7	27.7
High school degree	63.0	54.6	32.0	33.7	47.9	48.5	30.3
Some college	68.9	63.2	31.5	32.0	52.6	55.7	28.6
College degree or more	66.9	61.3	31.8	35.1	50.6	55.1	29.7

By employment status							
Employed	66.7	60.3	35.6	37.4	53.0	55.1	34.0
Unemployed	61.7	55.1	38.2	34.5	51.6	55.6	35.0
Not in labor force	68.8	64.6	31.3	31.9	51.3	54.9	27.8
By marital status							
Married/partnered	67.9	60.1	32.5	33.0	49.0	53.1	29.5
Separated/divorced/widowed	62.7	53.5	24.8	28.6	48.0	49.1	27.1
Never married	67.5	64.7	39.8	39.9	56.8	59.0	36.2
By borough							
The Bronx	64.3	59.4	30.5	33.9	48.4	55.6	29.4
Brooklyn	61.5	56.1	57.0	32.2	48.7	51.7	32.0
Manhattan	70.9	59.4	39.8	41.5	56.6	58.8	36.4
Queens	71.6	67.4	35.1	34.0	53.7	55.0	29.3
Staten Island	65.4	69.0	41.3	41.1	61.4	58.4	38.9
By zip code neighborhood poverty ¹							
Low poverty (<10%)	68.9	64.7	34.0	35.8	53.5	57.9	32.1
Medium poverty (10 to <20%)	66.6	64.7	34.0	34.0	50.5	52.6	31.1
High poverty (20 to <30%)	69.0	58.8	36.1	38.5	57.1	56.0	35.0
Very high poverty (30% +)	63.3	62.5	34.5	35.0	50.6	57.9	31.6
By household poverty							
<200% of the Federal Poverty Level	66.7	61.3	40.2	37.9	55.5	56.9	35.5
≥200% of the Federal Poverty Level	66.8	60.9	31.3	34.0	50.6	53.9	30.3

Questions 5.8 – 5.10. How strongly do you agree or disagree with the following statements:

	% Responding “Disagree” or “Strongly Disagree”			
	<i>Having a mental illness is a sign of personal failure.</i>	<i>I think less of a person who has a mental illness.</i>	<i>A person who has a mental illness is less trustworthy than the average person.</i>	<i>People with mental illnesses are more dangerous or violent than the average person.</i>
Overall	77.0	70.6	50.0	36.0
By age group				
18-24	70.3	61.1	57.7	40.6
25-44	68.2	62.8	46.5	37.4
45-64	85.5	77.2	53.1	34.8
65+	87.0	83.3	47.4	31.7
By race/ethnicity				
White, non-Latino	81.0	70.4	52.8	37.8
Black, non-Latino	80.3	76.0	53.3	39.7
Latino	72.3	73.3	50.9	35.6
Asian/Pacific Islander, non-Latino	70.1	55.1	38.1	27.4
Other, non-Latino	88.2	86.6	40.0	31.8
By sex				
Male	68.8	62.2	45.0	32.8
Female	84.1	77.9	54.3	38.8
By educational attainment (25+ years)				
Less than high school degree	49.6	41.5	41.4	21.3
High school degree	74.7	76.1	47.5	30.1
Some college	82.5	78.1	53.7	35.9
College degree or more	79.9	69.6	47.7	39.1
By employment status				
Employed	74.5	67.2	47.8	35.9
Unemployed	68.8	61.2	49.9	36.3
Not in labor force	84.5	80.1	54.3	36.1

By marital status				
Married/partnered	73.3	68.1	47.3	32.5
Separated/divorced/widowed	86.8	78.1	48.5	34.9
Never married	76.5	69.9	52.8	39.3
By borough				
The Bronx	75.9	72.9	52.1	39.3
Brooklyn	74.0	69.7	49.7	34.4
Manhattan	77.2	67.4	51.6	40.1
Queens	79.9	71.9	48.3	32.2
Staten Island	81.7	74.1	47.7	37.9
By zip code neighborhood poverty ¹				
Low poverty (<10%)	82.1	74.5	56.4	36.6
Medium poverty (10 to <20%)	78.6	71.6	48.8	33.9
High poverty (20 to <30%)	71.6	67.0	46.3	37.5
Very high poverty (30% +)	74.0	68.8	51.6	39.8
By household poverty				
<200% of the Federal Poverty Level	73.8	68.9	52.3	38.0
≥200% of the Federal Poverty Level	78.9	71.7	48.8	34.9

Question 5.11. How strongly do you agree or disagree with the following statement:

	% Responding “Agree” or “Strongly Agree”
	<i>People are generally caring and sympathetic to people with a mental illness.</i>
Overall	40.9
By age group	
18-24	44.2
25-44	47.6
45-64	38.5
65+	27.0
By race/ethnicity	
White, non-Latino	37.4
Black, non-Latino	48.7
Latino	39.1
Asian/Pacific Islander, non-Latino	42.6
Other, non-Latino	24.4
By sex	
Male	47.3
Female	35.2
By educational attainment (25+ years)	
Less than high school degree	52.7
High school degree	46.9
Some college	33.0
College degree or more	40.3
By employment status	
Employed	47.0
Unemployed	34.8
Not in labor force	30.8
By marital status	
Married/partnered	45.5
Separated/divorced/widowed	35.7
Never married	38.9
By borough	
The Bronx	45.1
Brooklyn	41.3
Manhattan	40.8
Queens	38.5
Staten Island	37.4
By zip code neighborhood poverty ¹	
Low poverty (<10%)	37.5
Medium poverty (10 to <20%)	39.2
High poverty (20 to <30%)	43.1
Very high poverty (30% +)	47.0
By household poverty	
<200% of the Federal Poverty Level	40.8
≥200% of the Federal Poverty Level	41.0

Awareness of Mental Health Treatment Options and NYC Well

Question 6.1. If a friend needed help with a mental health problem, how confident are you that you would know where to go for professional help?

	Very confident (%)	Somewhat confident (%)	Not too confident (%)	Not confident at all (%)
Overall	29.1	42.9	17.7	7.4
By age group				
18-24	28.1	53.2	12.0	2.9
25-44	34.0	39.2	16.8	5.9
45-64	28.8	40.2	20.9	8.2
65+	18.6	49.3	17.9	12.4
By race/ethnicity				
White, non-Latino	27.8	43.7	18.8	7.9
Black, non-Latino	34.8	43.4	11.9	7.4
Latino	35.3	41.9	16.3	3.4
Asian/Pacific Islander, non-Latino	13.0	39.4	27.9	13.1
Other, non-Latino	17.9	61.3	8.3	12.6
By sex				
Male	32.7	41.0	16.5	6.9
Female	26.0	44.5	18.7	7.8
By educational attainment (25+ years)				
Less than high school degree	51.7	21.8	15.8	0.0
High school degree	31.2	43.8	12.0	10.2
Some college	26.2	41.8	18.7	10.0
College degree or more	27.5	42.5	21.6	6.6
By employment status				
Employed	30.0	41.9	18.4	7.2
Unemployed	32.2	43.5	12.6	4.4
Not in labor force	26.3	44.6	18.0	8.6
By marital status				
Married/partnered	31.0	43.8	15.7	8.5
Separated/divorced/widowed	28.8	42.5	16.5	9.2
Never married	27.5	42.3	19.8	5.8
By borough				
The Bronx	35.4	39.3	17.0	5.3
Brooklyn	25.9	45.7	17.6	8.8
Manhattan	31.5	39.4	20.6	6.0
Queens	26.1	43.3	17.5	8.5
Staten Island	33.0	49.6	9.9	5.6
By zip code neighborhood poverty ¹				
Low poverty (<10%)	25.2	42.1	22.7	6.1
Medium poverty (10 to <20%)	28.7	43.3	17.7	8.2
High poverty (20 to <30%)	32.6	40.3	15.5	7.7
Very high poverty (30% +)	29.8	46.1	14.7	6.7
By household poverty				
<200% of the Federal Poverty Level	34.0	40.4	13.7	6.6
≥200% of the Federal Poverty Level	26.5	44.2	19.7	7.9

Question 6.2. If a child or teenager you know needed help with a mental health problem, how confident are you that you would know where to go for professional help?

	Very confident (%)	Somewhat confident (%)	Not too confident (%)	Not confident at all (%)
Overall	30.9	37.9	20.1	7.8
By age group				
18-24	36.4	38.4	15.5	5.1
25-44	34.7	37.7	18.6	5.6
45-64	29.7	37.1	21.0	9.8
65+	20.4	39.5	25.0	11.0
By race/ethnicity				
White, non-Latino	27.4	37.7	23.7	8.3
Black, non-Latino	37.7	43.4	9.4	7.8
Latino	36.8	36.3	19.4	3.8
Asian/Pacific Islander, non-Latino	18.3	32.9	29.1	13.6
Other, non-Latino	23.0	40.1	21.5	10.7
By sex				
Male	33.7	37.1	18.6	7.3
Female	28.4	38.6	21.4	8.1
By educational attainment (25+ years)				
Less than high school degree	52.3	17.5	14.0	0.0
High school degree	34.3	40.7	16.7	7.5
Some college	25.7	37.2	21.7	10.5
College degree or more	28.3	39.1	22.7	7.9
By employment status				
Employed	32.0	38.2	19.4	8.0
Unemployed	30.9	35.1	22.3	4.3
Not in labor force	28.7	38.2	20.7	8.4
By marital status				
Married/partnered	32.8	40.2	17.6	8.5
Separated/divorced/widowed	30.1	37.2	19.8	8.3
Never married	29.6	36.3	22.3	6.9
By borough				
The Bronx	37.0	38.2	16.7	5.0
Brooklyn	30.9	37.7	21.3	7.3
Manhattan	33.5	34.9	22.1	5.7
Queens	26.3	38.0	21.1	11.0
Staten Island	24.9	49.4	10.7	10.3
By zip code neighborhood poverty ¹				
Low poverty (<10%)	24.8	40.3	25.4	6.5
Medium poverty (10 to <20%)	30.8	36.2	20.7	9.7
High poverty (20 to <30%)	32.6	37.9	15.9	7.6
Very high poverty (30% +)	35.3	40.2	17.7	4.3
By household poverty				
<200% of the Federal Poverty Level	37.3	30.9	19.3	6.8
≥200% of the Federal Poverty Level	27.5	41.9	20.2	8.3

Question 6.3. If you felt that you had a problem with your mental health, where would you most likely go first for help?

	%
Mental health professional (psychiatrist, psychologist, social worker, counselor, etc.)	33.4
Primary care doctor	26.0
Family member or friend	24.7
I likely wouldn't seek help	3.7
Telephone helpline	3.1
Religious leader or spiritual advisor (pastor, priest, rabbi, etc.)	2.8
Support group (in-person or online)	1.7
Online chat or phone app	1.5
Some other place	0.5

Questions 6.4 – 6.7. If you felt like you or someone you cared about were having trouble coping with problems like stress, depression, anxiety, or drug or alcohol use, would you use free, confidential counseling by ...

	% Responding "Yes"			
	Text message?	Phone?	Online chat service?	Mobile app?
Overall	38.3	69.8	49.0	39.1
By age group				
18-24	56.6	67.6	55.9	62.2
25-44	49.1	70.3	61.4	51.7
45-64	31.1	72.6	45.7	29.0
65+	13.6	64.8	21.3	11.8
By race/ethnicity				
White, non-Latino	30.3	65.6	44.4	33.1
Black, non-Latino	37.1	76.3	46.1	34.4
Latino	45.6	75.2	56.7	44.4
Asian/Pacific Islander, non-Latino	45.3	59.5	50.9	50.8
Other, non-Latino	37.4	68.4	40.7	34.9
By sex				
Male	39.8	70.0	48.0	38.8
Female	37.1	69.6	49.9	39.3
By educational attainment (25+ years)				
Less than high school degree	24.7	61.1	30.4	13.7
High school degree	33.6	76.4	41.9	35.3
Some college	33.7	68.8	48.1	31.5
College degree or more	39.5	68.8	52.9	41.4
By employment status				
Employed	43.3	70.4	54.9	43.4
Unemployed	37.5	66.6	46.7	36.7
Not in labor force	28.9	69.5	38.4	31.5
By marital status				
Married/partnered	39.1	71.7	54.2	40.0
Separated/divorced/widowed	27.4	71.4	34.0	25.3
Never married	41.6	67.6	50.2	43.4
By borough				
The Bronx	43.1	76.0	52.4	42.4
Brooklyn	32.7	63.5	44.3	34.2
Manhattan	36.9	70.0	50.9	41.8
Queens	43.6	70.5	50.2	41.0
Staten Island	34.4	80.9	51.6	35.6
By zip code neighborhood poverty ¹				
Low poverty (<10%)	38.4	69.9	47.3	38.3
Medium poverty (10 to <20%)	38.7	69.3	52.4	40.0
High poverty (20 to <30%)	37.4	70.8	47.9	41.6
Very high poverty (30% +)	38.5	69.9	42.8	34.5
By household poverty				
<200% of the Federal Poverty Level	40.0	68.8	45.4	40.5
≥200% of the Federal Poverty Level	37.1	70.3	50.9	38.2

Question 6.8. New York City offers free, confidential mental health support through a program called NYC Well. Have you ever heard of this service?

	Yes (%)
Overall	38.0
By age group	
18-24	41.6
25-44	47.8
45-64	34.6
65+	18.7
By race/ethnicity	
White, non-Latino	33.3
Black, non-Latino	42.2
Latino	48.6
Asian/Pacific Islander, non-Latino	24.1
Other, non-Latino	25.6
By sex	
Male	41.2
Female	35.2
By educational attainment (25+ years)	
Less than high school degree	53.0
High school degree	39.0
Some college	37.8
College degree or more	34.9
By employment status	
Employed	42.2
Unemployed	48.0
Not in labor force	26.7
By marital status	
Married/partnered	39.6
Separated/divorced/widowed	28.4
Never married	40.2
By borough	
The Bronx	43.2
Brooklyn	37.4
Manhattan	43.7
Queens	32.3
Staten Island	32.5
By zip code neighborhood poverty ¹	
Low poverty (<10%)	32.6
Medium poverty (10 to <20%)	35.4
High poverty (20 to <30%)	42.3
Very high poverty (30% +)	45.8
By household poverty	
<200% of the Federal Poverty Level	40.8
≥200% of the Federal Poverty Level	36.1

Question 6.9. If you knew a child or teenager who needed help with a mental health problem, how likely would you be to contact NYC Well?

	Very likely/somewhat likely (%)
Overall	79.5
By age group	
18-24	85.2
25-44	82.3
45-64	82.7
65+	63.2
By race/ethnicity	
White, non-Latino	73.8
Black, non-Latino	83.6
Latino	83.9
Asian/Pacific Islander, non-Latino	78.3
Other, non-Latino	78.0
By sex	
Male	79.4
Female	79.5
By educational attainment (25+ years)	
Less than high school degree	84.0
High school degree	78.7
Some college	76.3
College degree or more	79.5
By employment status	
Employed	81.8
Unemployed	81.8
Not in labor force	74.1
By marital status	
Married/partnered	81.5
Separated/divorced/widowed	76.9
Never married	78.7
By borough	
The Bronx	88.5
Brooklyn	77.8
Manhattan	78.2
Queens	75.3
Staten Island	87.0
By zip code neighborhood poverty ¹	
Low poverty (<10%)	74.7
Medium poverty (10 to <20%)	78.5
High poverty (20 to <30%)	79.7
Very high poverty (30% +)	87.2
By household poverty	
<200% of the Federal Poverty Level	80.1
≥200% of the Federal Poverty Level	79.2

Missing responses

Question number	Valid response given †	Don't know †	Missing/Refused 2†	Legitimate skip 3†
1.1 Have you ever heard of a medication called naloxone, also called Narcan or Evzio?	1089	108	0	0
1.2-1.5 To the best of your knowledge, what is naloxone used for? Is it used to:				
1.2 Treat a heart attack?	656	540	1	0
1.3 Reverse a heroin, prescription painkiller, or other opioid overdose?	738	458	1	0
1.4 Reverse a cocaine overdose?	641	555	1	0
1.5 Treat an allergic reaction?	649	547	1	0
1.6 Naloxone, also called Narcan or Evzio, is a medication that can reverse an overdose from opioid drugs (for example, heroin or prescription painkillers). As far as you know, do people need a prescription to get naloxone in New York City?	739	458	0	0
1.7 Do you remember seeing one or more of the following advertisements about the use of naloxone?	1097	100	0	0
1.8-1.15 Where did you see these ads?				
1.8 Subway station or train	416	7	0	774
1.9 Bus shelter or bus	416	7	0	774
1.10 Local newspaper (AM New York, Metro)	416	7	0	774
1.11 LinkNYC (public kiosks offering free Wi-Fi, phone calls, and mobile device charging)	416	7	0	774
1.12 Small business (deli, bodega)	416	7	0	774
1.13 Staten Island Gerry terminal	416	7	0	774
1.14 Social media (Facebook, Twitter, Instagram)	416	7	0	774
1.15 Other place	414	7	2	774
Don't know/I'm not sure where I saw these ads	423	0	0	774
2.1 To the best of your knowledge, can addiction to heroin, prescription painkillers, or other opioids be treated with medications?	965	232	0	0
2.2-2.5 Do you think the following medications can be used to treat addiction to heroin, prescription painkillers, or other opioids?				
2.2 Methadone	817	380	0	0
2.3 Gabapentin, also called Neurontin	398	799	0	0
2.4 Buprenorphine, also called Suboxone	434	763	0	0
2.5 Naltrexone, also called Vivitrol	495	702	0	0

Question number	Valid response given †	Don't know †	Missing/ Refused 2†	Legitimate skip 3†
2.6 Do you remember seeing any ads about the use of any medications to treat opioid addiction (for example, heroin or prescription painkillers) in the past 12 months? Think about places such as the subway, bus shelters, social media (Facebook, Twitter), TV, local newspapers, and shops.	1029	168	0	0
3.1 In the past 12 months, have you used heroin or misused prescription painkillers or other opioids?	1183	14	0	0
3.2 To the best of your knowledge, in the past 12 months, has a close family member or close friend used heroin or misused prescription painkillers or other opioids?	1143	54	0	0
4.1 Was there ever a time in the past 12 months when you needed treatment for a mental health problem, but did not get it?	1197	0	0	0
4.2-4.11				
Did you not get the treatment you thought you might need because:				
4.2 You thought you could handle the problem without treatment	209	0	1	987
4.3 You were not able to find mental health treatment or counseling in your preferred language	209	0	1	987
4.4 You were concerned that you might be committed to a psychiatric hospital or might have to take medicine	210	0	0	987
4.5 You had no transportation, treatment was too far away, or the hours were not convenient	209	0	1	987
4.6 You couldn't find the time	210	0	0	987
4.7 You did not know where to go to get services or how to access them	209	0	1	987
4.8 You were concerned that others would have a negative opinion of you or think of you differently	209	0	1	987
4.9 You were embarrassed or didn't want others to find out	209	0	1	987
4.10 You didn't think you could afford the cost	209	0	1	987
4.11 Your health insurance does not cover any mental health treatment or counseling, or it does not pay enough	209	0	1	987

Question number	Valid response given †	Don't know †	Missing/Refused 2†	Legitimate skip 3†
4.12 As far as you know, in New York State, do health insurance plans have to follow the same rules about copays, deductibles, and visit limits for mental health and substance use benefits as they do for other medical benefits?	656	541	0	0
5.1-5.7 In general, how comfortable would you be, personally, with each of the following?				
5.1 Having a conversation with someone who has a mental illness	1121	76	0	0
5.2 Maintaining a close friendship with someone who has a mental illness	1104	93	0	0
5.3 Dating someone with a mental illness	1061	136	0	0
5.4 If a person with a mental illness worked in your child's school?	1081	116	0	0
5.5 Living next door to someone who has a mental illness	1093	104	0	0
5.6 Working with someone who has a mental illness	1093	104	0	0
5.7 If your child married someone who has a mental illness?	1042	155	0	0
5.8-5.12 How strongly do you agree or disagree with the following statements?				
5.8 Having a mental illness is a sign of personal failure	1176	21	0	0
5.9 I think less of a person who has a mental illness	1175	22	0	0
5.10 A person who has a mental illness is less trustworthy than the average person	1146	51	0	0
5.11 People with mental illnesses are more dangerous or violent than the average person	1144	53	0	0
5.12 People are generally caring and sympathetic to people with a mental illness	1173	24	0	0
6.1 If a friend needed help with a mental problem, how confident are you that you would know where to go for professional help?	1168	29	0	0
6.2 If a child or teenager you know needed help with a mental health problem, how confident are you that you would know where to go for professional help?	1164	33	0	0
6.3 If you felt that you had a problem with your mental health, where would you most likely go first for help?	1169	28	0	0

Question number	Valid response given †	Don't know †	Missing/Refused 2†	Legitimate skip 3†
6.4-6.7 If you felt like you or someone you cared about were having trouble coping with problems like stress, depression, anxiety, or drug or alcohol use, would you use free, confidential counseling by:				
6.4 Text message	1000	196	1	0
6.5 Phone	1043	153	1	0
6.6 Online chat service	1006	190	1	0
6.7 Mobile app	982	215	0	0
6.8 New York City offers free, confidential mental health support through a program called NYC Well. Have you ever heard of this service?	1108	89	0	0
6.9 If you knew a child or teenager who needed help with a mental health problem, how likely would you be to contact NYC Well?	1087	110	0	0
Age	1197	§	§	0
Borough	1197	§	§	0
Sex	1197	0	0	0
Race/ethnicity	1197	‡	0	0
Marital Status	1197	‡	0	0
Education	1197	‡	0	0
Employment	1197	‡	0	0
Household Poverty	1194	‡	3	0
Neighborhood Poverty	1193	‡	4	0

Table Notes

[^]The estimated number of people represent population growth per American Community Survey 2013-2017. Population estimates are rounded to the nearest thousand.

¹ Neighborhood poverty defined as percent of residents in zip codes below 100% Federal Poverty Level based on American Community Survey 2013-2017.

² Respondents were given the option of skipping any question they did not want to answer. No explicit “refuse” option was provided, so refusal cannot be distinguished from other reasons for missing observations.

³ Legitimate skips are respondents who did not answer a question because of branching logic.

π Percentage is too small to display crosstab frequencies.

\dagger Raw (unweighted) count.

\ddagger “Don’t know/I’m not sure” was not offered as an option for these demographic questions: race/ethnicity, marital status, education, employment, household poverty (income and household size), and neighborhood poverty.

\S Age and Borough were required responses. Refusals were terminated.